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CLAIMS:

What is claimed is:

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1. A method for delivering coupons based on location, comprising:

creating an electronic database of merchant coupons;
receiving a request by means of a mobile
10 communications device from a user seeking access the database;

determining the location of the user;
providing a menu of service preferences to the user;
receiving a service preference selection from the
15 user; and

delivering coupons to the user based on the selected service preferences and location of the mobile device.

2. The method according to claim 1, wherein the
20 database is maintained by a telephone service provider.

3. The method according to claim 1, wherein the database is maintained by an internet service provider.

25 4. The method according to claim 1, wherein the step of receiving a request for access to the database is by means of mobile telephone.

5. The method according to claim 1, wherein the step of
30 determining the location of the mobile device is by means of the transmitting station through which the user request is received.

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6. The method according to claim 1, wherein the step of
determining the location of the mobile device is by means
of triangulating the location of the wireless
5 communications device.

7. The method according to claim 1, wherein the service
preferences include retail, dining, automobile service,
lodging and entertainment.

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8. The method according to claim 1, wherein the service
preferences are preselected and stored in the mobile
communications device.

15 9. The method according to claim 1, wherein the service
preferences are preselected and stored in a server within
a wireless communications network.

10. The method according to claim 1, wherein the step of
20 transmitting coupons based on preference selection and
location further comprises selecting merchants within a
defined radius of the user's location.

11. A method for receiving coupons in a mobile
25 communications device, comprising:
sending a request from a user to access a database
of merchant coupons;

remotely accessing the database server;
receiving a menu of service preferences for the
30 user;

receiving a preference selection from the user;
transmitting the preference selection to the

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database server; and

receiving coupons based on the preference selection and location of the mobile device.

5 12. The method according to claim 11, wherein the database is maintained by a telephone service provider.

13. The method according to claim 11, wherein the database is maintained by an internet service provider.

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14. The method according to claim 11, wherein the steps are performed by mobile telephone.

15 15. The method according to claim 11, wherein the service preferences include retail, dining, automobile service, lodging and entertainment.

16. The method according to claim 11, wherein the service preferences are preselected and stored in the
20 wireless communications device.

17. The method according to claim 11, wherein the service preferences are preselected and stored in a server within a wireless communications network.

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18. A method for obtaining coupons based on location, comprising:

submitting a request by means of a mobile communications device to access a database of merchant
30 coupons;

receiving a menu of service preferences;
selecting service preferences; and

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receiving coupons based on selected service preferences and present location.

19. The method according to claim 18, wherein the step
5 of submitting the request for accessing the database is by means of mobile telephone.

20. The method according to claim 18, wherein the service preferences include retail, dining, automobile
10 service, lodging and entertainment.

21. The method according to claim 18, further comprising preselecting the service preferences and storing them in the wireless communications device.
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22. The method according to claim 18, further comprising preselecting the service preferences and storing them in a server within a wireless communications network.

20 23. A method for creating a database of merchant coupons, comprising:

creating and storing consumer profiles based on demographic characteristics;

25 providing a means for a merchant to scan through and select user profiles;

receiving and storing a merchant subscription to particular consumer profiles;

30 creating and storing electronic coupons for the merchant, wherein the electronic coupons contain conditions selected by the merchant and can be sent to a consumer by means of a wireless communications system; assigning the electronic coupons to the consumer

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profiles subscribed to by the merchant; and

filtering the coupons to be sent to a consumer based on the location of the user as determined by a wireless communications system.

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24. A computer program product in a computer readable medium for use in a data processing system, for delivering coupons based on location, the computer
10 program product comprising:

instructions for creating an electronic database of coupons offered by merchants;

instructions for receiving a request by means of a mobile communications device from a user seeking access
15 the database;

instructions for determining the locations of the user;

instructions for providing a menu of service preferences to the user;

20 instructions for receiving a service preference selection from the user; and

instructions for delivering coupons to the user based on the selected service preferences and location of the mobile device.

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25. A computer program product in a computer readable medium for use in a data processing system, for receiving coupons in a mobile communications device, the computer program product comprising:

30 instructions for sending a request from a user to access a database of merchant coupons;

instructions for remotely accessing the database '

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server;

instructions for receiving a menu of service preferences for the user;

instructions for receiving a preference selection
5 from the user;

instructions for transmitting the preference selection to the database server; and

instructions for receiving coupons based on the preference selection and location of the device.

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26. A computer program product in a computer readable medium for use in a data processing system, for creating a database of merchant coupons, comprising:

instructions for creating and storing consumer
15 profiles based on demographic characteristics;

instructions for providing a means for a merchant to scan through and select user profiles;

instructions for receiving and storing a merchant subscription to particular consumer profiles;

20 instructions for creating and storing electronic coupons for the merchant, wherein the electronic coupons contain features selected by the merchant and can be sent to a consumer by means of a wireless communications system;

25 instructions for assigning the electronic coupons to the consumer profiles subscribed to by the merchant; and

instructions for filtering the coupons to be sent to a consumer based on the location of the user as determined by a wireless communications system.

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27. A system for delivering coupons based on location, comprising:

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means for creating an electronic database of coupons offered by merchants;

5 means for receiving a request by means of a mobile communications device from a user seeking access the database;

means for determining the location of the user;

means for providing a menu of service preferences to the user;

10 means for receiving a service preference selection from the user; and

means for delivering coupons to the user based on the selected service preferences and location of the device.

15 28. A system for receiving coupons in a mobile communications device, comprising:

means for sending a request from a user to access a database of merchant coupons;

means for remotely accessing the database server;

20 means for receiving a menu of service preferences for the user;

means for receiving a preference selection from the user;

25 means for transmitting the preference selection to the database server; and

means for receiving coupons based on the preference selection and location of the device.

30 29. A system for creating a database of merchant coupons, comprising:

means for creating and storing consumer profiles based on demographic characteristics;

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means for a merchant to scan through and select user profiles;

means for receiving and storing a merchant subscription to particular consumer profiles;

- 5 means for creating and storing electronic coupons for the merchant, wherein the electronic coupons contain conditions selected by the merchant and can be sent to a consumer by means of a wireless communications system;

- means for assigning the electronic coupons to the
10 consumer profiles subscribed to by the merchant; and

means for filtering the coupons to be sent to a consumer based on the location of the user as determined by a wireless communications system.

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